<table>
<thead>
<tr>
<th>Year</th>
<th>Key Milestones</th>
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<td>1991</td>
<td>• First televised Presidential address for the Care and SHARE campaign in 4 official languages.</td>
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| 1992      | • Singapore Council of Social Service was restructured to become National Council of Social Service, legally incorporating the Community Chest of Singapore as its fund-raising arm.  
  • Appointment of Dr Richard Eu as Chairman of Community Chest. |
| 1993/94   | • Celebration dinner of Community Chest's 10th anniversary officiated by then Prime Minister Goh Chok Tong  
  • Organised United Way International regional conference with delegates from 13 countries to share fund-raising knowledge and expertise. |
| 1994/95   | • Launch of Heartstrings Gift to collect donations at the National Day Parade                                                                 |
| 1995/96   | • Celebration of Singapore's 30th anniversary through a "Heartstrings Walk-Through the Milestones History" graced by then Prime Minister Goh Chok Tong.  
  • Children's Day and Youth Day donations from students crossed $1m mark. |
| 1996/97   | • Revival of Heartstrings Show with donations through phone-ins and corporate pledges  
  • First SHARE Pacesetter Award to recognise corporate efforts to increase their SHARE contributions presented at Care & SHARE Thank You Ceremony by then Prime Minister Goh Chok Tong. |
| 1997/98   | • Community Chest became first fund-raiser with sponsor, i.e. Singapore Pools (Private) Limited, to underwrite its operating expenditure annually.  
  • First SHARE CD-Rom and a homepage with pledge form posted on the Internet.  
  • Launch of Gift of Love programme to allow donors to designate their insurance policies to Community Chest.  
  • Launch of Celebrities Dishes featuring celebrities' favourite dishes and recipes. |
| 1998/99   | • Credit card donations through the Internet made available  
  • CyberChest was also launched to promote sale of merchandise over the net. |
| 1999/2000 | • Launch of Corporate Community Involvement Programme by then Deputy Prime Minister Brigadier General Lee Hsien Loong.  
  • SHARE report card first introduced and distributed to all donors. This was followed by donor-bring-donor scheme.  
  • SHARE was introduced to tertiary institutions (e.g. Polytechnics and ITE). More than 30% of them signed up.  
  • SHARE appeal was broadcast over Television Corporation of Singapore (TCS) 5 and 8 to create greater awareness among the public. |
| 2000/01   | • Appointment of Ms Jennie Chua as Chairman of Community Chest  
  • Singapore Press Holdings (SPH) - SHARE was launched with readers' campaign to create greater awareness of SHARE among staff and readers. Staff were given time-off to visit their adopted charities. There was 2-week daily feature of stories on beneficiaries and charities in The Straits Times.  
  • Donation boxes were given a new look – brightly painted in red and orange with a sun and flower. |